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TUESDAY, AUGUST ...

EUBSCRIPTION RATES BY MAIL.

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1 ay 10.30 10.50 \$1.75 \$1.50 2.00

25 .50

JULI CIRCULATION.			
Daily.			
The number of	complete and perfect	copies	
of The Washington Times printed daily dur-			
ing the month of July was as follows:			
July 1	44,555 July 16	45,331	
	44,712 July 17	unday	
July 2	anday July 18	43,051	
July \$S	unday July 18	44,644	
July 4	28,512 1013 20	45,209	
July 5	46,310 July 20	44,368	
guly 6		43,081	
		45,420	
	46,438 July 23		
July 8	45,075 July 24S	unday	
July 9	43, 150 July 25	43,412	
July 10S	unday July 26	42,767	
July II	44,608 July 27	42,247	
July 12	44,810 July 28	43,726	
#U/y 13	44,379 July 23	42,534	
July 14	44.940 July 30	44,507	
July 15	43,883 July 31S		
	#5,000 July . Sheeres	Trans.	
Total for the		905 636	
Total for the month			
Daily average for the month 46,371			
	Minimal and		

The net total circulation of The Times (daily) during the month of July was 1,644,630, all copies left over and returned being eliminated. This number, when divided by 25, the number of days of publication, shows the net daily average for July to have been 40,178.

Sunday. The number of complete and perfect copies for The Washington Times printed Sundays uring the month of July was as follows: July 3. 38,507July 24. 58,571 July 10. 57,935July 31. 42,170 July 17. 28,943

In each issue of The Times the circulation Egures for the previous day are plainly printed at the head of the first page at the left of the date line.

Persons leaving the city for a leng or short period during the summer can have The Times mailed to them at the rate of thirty cents a month, or seven cents a week. Addresses may be changed as often as desired. All mail subscriptions must be paid in advance.

OUT PRIMARY.

dates for Congress.

southern and western Maryland, em- the ideal protective system. bracing the Fifth and Sixth Congressional districts, had a direct voice in WHY DO RICH PEOPLE TRY Columbus strike riots is not an indithe selection of their party's nominees. The old convention system prevailed and the power to make or unmake Congressional aspirants was lodged in of a Poughkeepsie millionaire, has dis-ington's rabbit-foot would command a the hands of a few men.

district of the State men, independent pearl necklace into the United States. of party bosses, have gone before the The stigma of arrest on this serious people with their claims. They have charge will stick to her as long as she asked support upon their merits and lives. upon their records as citizens. They Many wealthy people have complainthat their candidacies were inexpedi- so relentless in his search for dutia

will show whether independence in pol- questions: type of public service, they can pro- everyone? mote that end by voting for the men | Why does a person who can buy a who will raise the standard of Con- \$6,000 necklace run the risk of arrest gressional representation. And the and its damning publicity by attemptyears has been none too high.

The vote today should be large. The to meet? people are expected to show their appreciation of the new privilege, simply OPEN AIR SCHOOLS NEEDED by taking advantage of that privilege. Otherwise direct primaries will have no more force than did the old convention system.

It is morally certain that the professional politicians have hustled their pneumonia and tuberculosis that vigvoters to the polls. The contingent orous campaigns for pure air have which follows the professional party man always votes. It is not, however, that class of citizens that the direct primary is intended to benefit. It is cities outdoor instruction is provided intended to invite the active participation of the independent voter in the some of the schools in Chicago the selection of candidates. An indication heat is shut off from the rooms in of the degree of anxiety on the part which the smaller children receive inof the people to participate in the struction and the windows are thrown business of politics will be had when open. In both the open air school and the returns are tabulated.

PAYING OUR DEBT TO CHARLES DICKENS,

tured, are now extant. A writer in ust McClure's, writes as follows: one of the London magazines has undertaken to bring this debt into a more substartial form, and to obtain a payment of it in order that the descendants of Dickens, many of whom are in actual need, may profit by it. Moreover, the movement is directed to his American readers more than to those at home, because at the time.

Likeway wrote there was no internal course. Writes as follows:

Coids, glandular troubles, the normal afflictions of school life, have virtually disappeared, and the mentality of the children has responded to the change. By Christras last year) practically all of the children in the cold-air rooms had find hed their year's work. The teachers who had previously been irritable, listless, despondent, sick of life and sick of teaching, had regained their early zeal. Dickens wrote there was no interna- ously concerned over their tuberculotional copyright law, and he received sis and pneumonia death rates, what practically nothing from the sale of of Washington? For the calendar year his works in this country.

The proposed plan is that everyone culosis per 100,000 of population in possessing a set of Dickens shall buy Chicago was 157.8. In New York the a penny stamp, to be issued for the number was 203.3. In Washington it purpose, and affix it to those volumes was 218.

IN PROSPECT.

except the English Bible.

be commended by fair-minded people trict Commissioners do not feel that generally throughout the country is they can afford to make an appropriathat concerning his views on future tion for the construction of model, revisions of the tariff. Incidentally, open-air rooms or of a building this his words offer small hope to any year, it should be possible to test the standpatters who may have imagined system at small expense by convertthat the tariff commission was a sop ing a few rooms or a building now in thrown out to progressives in the use into an open-air or cold-air school. hope of appeasing their appetites with- The benefits derived in New York and out providing for the actual business Chicago surely justify Washington in of readjusting tariff schedules.

After describing the creation of the tariff commission and outlining the KOREA FINALLY TAKENOVER work upon which it is engaged, Mr. Taft makes the following declaration:

most radical insurgents would advocate a repetition of the last Congressional performance in revising the tariff. The country has had all it The net total circulation of The Times (Sundays) during the month of July was 171,716, all copies left over and returned by agents being eliminated. This number, when divided by 5, the number of Sundays during July, shows the net Sunday average for July to have been 34,342.

Wants of such a wholesale scramble hauled this way and powerful neighbors. The properties of such a prize hauled this way and powerful neighbors. Japan released Ko of vassalage by its up to have been 34,342. wants of such a wholesale scramble ly in the time allotted to it. It is pretty clear that the nation is committed to the protective theory. It is also pretty clear that it wants a tariff that will equal the difference in cost of production at home and abroad and Korea would be annexed by the Japan allow the domestic manufacturer a fai profit only. Further, it is generally admitted that such a result cannot be obtained without exact information as to cost of production here and in foreign countries.

These things being true, the attitude of President Taft will strike the coun-Marylanders have an opportunity degree in any law framed as the Payne. to be in store for its people. today to demonstrate the value of a Aldrich law was framed. On the other direct primary in nominating candi- hand, a tariff law worked out on the Never before have the citizens of would be quite likely to approximate

TO SMUGGLE?

Mrs. I. Reynolds Adriance, the wife If this keeps up much longer, Washgraced herself and humiliated her fam- League. In the campaign just closed, in every lily by attempting to smuggle a \$6,000

have ignored the warning of "leaders" ed bitterly because Collector Loeb is articles in their baggage. The Adri-The vote which is being cast today ance incident naturally prompts two

ities is to be encouraged in Maryland. How can any fair-minded person If the people really want a higher criticise the collector for suspecting

Maryland standard for the past ten ing to avoid payment of a legitimate obligation which they can well afford

IN WASHINGTON.

In Chicago and New York the people have become so frightened at the number of deaths in those cities from been undertaken. One of the means by which the diseases are being combated is the open-air school. In both for children who have tuberculosis. In the no-heat schools the children are bundled up with warm wraps and given physical exercises frequently during

school hours. Results have been remarkable. Pupils It would be impossible to estimate and teachers have shown improvement the debt of gratitude which the world in health and spirits. Describing the owes to Charles Dickens, 24,000,000 benefits obtained in one school in Chicopies of whose works, it is conject cago, Burton J. Hendrick, in the Aug-

1908 the number of deaths from tuber-

as a standing sign that a part at least. The Washington death rate for tu-

of the debt of gratitude has been paid. berculosis has been declining steadily of the debt of gratitude has been paid.

The movement has taken strong hold in England and is growing rapidly in and much is being done, to help it along this country. It would be a worthy the down grade, but we seem to have and timely tribute to the man whose overlooked an effective weapon, in the works, in spite of every season's sex- open-air or cold-air schools. Unfortutet of best sellers, remains in greater nately for the city, it has been neces demand than any other printed book sary to spend a great deal of money in the last few years for new buildings SENSIBLE TARIFF REVISION before. We are catching up, however, and this year the Board of Education will consider the question of establish-One of the passages in his text-book ing an open-air school as an experiletter for which President Taft will ment. Even if the Board and the Dismaking a similar experiment.

BY JAPAN.

While there has been considerable discussion of the commission completes its work, either on the entire tariff or on any of the schedules in respect to which issue has arisen, and the work of the commission shows that the present tariff is wrong and should be changed. I expect to bring the matter to the attention of the Congress, with a view to its amendment of the tariff in that particular. Of course, this will be impracticable unless Congress itself shall adopt the parliamentary rule, as I hope it will, that a bill to amend one schedule of the tariff may not be subject to a motion to amend by adding changes in other schedules.

It is hardly possible that even the its hardly possible that even the instance of the considerable discussion of the alleged "gobbling" spirit shown by Japan in its attitude to which issue has arisen, and the work of the alleged "gobbling" spirit shown by Japan in its attitude to which issue has a native of mary land and a member of one of the old-indicated that the present tariff is wrong and should be changed. I expect to bring the work of the tariff in that particular. Of course, this will be impracticable unless Congress itself shall adopt the parliamentary rule, as I hope it will, that a bill to amend one schedule of the tariff may not be subject to a motion to amend by adding changes in other schedules.

It is hardly possible that even the later of the alleged "gobbling" spirit shown by Japan in its attitude to admitted that the recent annexation of the little will always be remembered as the w account, and torn by internal, political strife, Korea would presumably have continued in the future as it has been in the past, a prize to be pulled and hauled this way and that by its more

Japan released Korea from a state of vassalage by its victory over China, strengthen its control of the country The results of the Russian-Japanese war made it practically inevitable that

Korea formerly enjoyed distinction for its art and industry, but for the last fifteen years it has stood still, commercial development. In payment, try as being the right attitude. Such it will give up its independence and its MARYLAND PEOPLE TRYING inequalities and injustices as are all political individualty, a price which is too many in the prevailing tariff law probably not too dear for the domesare bound to obtain to greater or less tie order and prosperity which seems

> Aldrich law was framed. On the other hand, a tariff law worked out on the foundation indicated by Mr. Taft, against them. the New York bosses FACES \$\omega(200,000) \in \text{FINE}\$ would do well to bunt up a nice, soft place to light.

It is to be hoped the renewal of the cation of the Ohio estimate of the col

fancy price at auction in the America.

In declaring himself "the instrument of the Lord," the Kaiser should specify whether he means musical or surgical

ul, in accepting change, lest he get one

This is the season of year when untched political chickens are counter by the thousands.

This would be a particularly nice time to have three or four bales of cotton

The season being about over, the New York police have decided to "clean up" Coney Island.

It's surely a great relief to find that homas W. Lawson is still in our midst If the Nationals aren't careful the S. P. C. A. will get after them.

Only one more day to the first "R"

They all look alike to the Nationals

What's on the Program in Washington

Amusements. Columbia-"The Servant in the House,"

Academy—"The Chinatown Trunk Mystery," 8:15 p. m. Chase's—Polite vaudeville, 8:15 p. m. asino-Continuous motion pictures and vaudeville, osmos-Continuous motion pictures Grand-Vaudeville and motion Majestic-Motion pictures and vaude- James Cornell Thrown From War nic Auditorium-Motion pictures, etown Open Air Theater-Motion ures and vaudeville. Echo-Dancing and motion pic-

Park—Music and vaudeville. y Chase Lake—Section of Marine ade-Music and motion pictures on Arcade—Music and motion pictures on roof garden. Howard—Vaudeville and motion pic-

Excursions Today.

Mt. Vernon-Boat leaves Seventh street wharf at 10 a. m. and 2:30 p. m. Old Point Comfort and Norfolk steamer leaves Seventh street wharf 6:45 p. m. Chesapeake Beach-Trains leave District Jine, 2:29, 5:40, 7:45, and 3:45 p. m. Washington, Baltimore and Annapolis electric line-Low pates to Tolchester Beach on account of Kent and Queen Anne county fair. Special trains leave Fifteenth and New York avenue northwest at 8:35 a. m.

FOR PHILIP HILL

which should have been provided long Former Forestville Resident Will Be Buried In Churchyard Today.

> e of the oldest and best known inhabitants of Forestville, Md., will be held tomorrow afternoon at 3 o'clock, at the Forestville Epiphany Episcopal

churchyard cemetery.

at his home in Forestville, after an for the occasion.
illness of several months. His three daughters and son of this city were ceremony, and he daughters and son of this city were dather the house when the end came. Mr. Hill was seventy-two years of age, and his health had been failing for some years although he had been seriously ill for but a few weeks.

Mr. Hill was a native of Maryland and a member of one of the oldest and finest families of the State. He will always be remembered as the "one-man orchestra" in Annapher of the Maryland and the state of the State.

VIA CANAL ZONE

and has been striving ever since to Lillian Russell's Daughter Says Divorce Talk Is No One's Business.

PANAMA, Aug. 30.-Under the name formerly Dorothy Russell, while wars and politics bave played at the Hotel Central in this city. She about its head. There is reason to came here a few days ago from Lima, believe it will now enjoy peace and Peru, where her husband, heir of Alex-

IF GUILT IS PROVEN

Mrs. Adriance Also Will Lose Jewels If Convicted of Smuggling.

NEW YORK, Aug. 30 .- Mrs. I. Rev-Of course, we're all strong for universal peace, but nobody has yet proposed stopping the slaughter at the ball park.

NEW YORK, Aug. 30.—Mrs. 1. Rey nolds Adriance, the wife of the Pough-keepsie millionaire agricultural machinery manufacturer, is liable to fines aggregating \$200,000 if the Government gregating \$200,000 if the Government and the summer season at Bar Harbor, dition today as somewhat improved. smuggle \$115,000 worth of jewels into the United States is proven, according to statements made here today.

Besides this she would lose the jewels The authorities today are investigat-The authorities today are investigating her allegation that she purchased the jewels in New York before going to Europe. She made the statement when arraigned before Commissioner Shields, who held her in \$7,500 ball.

The statement that a hunt for Mrs. Adriance's gens was the cause of the mysterious night smuggling raid made last Thursday on the liner Mauretania, attracted much attention today in social and shipping circles.

The marriage of Miss Elsie Fouts, daughter of Mr. and Mrs. Levi M. Cause to Borgival E. Borge will take

FAMOUS EVANGELIST WEDS AN HEIRESS

With His Bride He Will Tour the World Doing Church

PROVIDENCE, R. I., Aug. 30 .- An inn the wedding of Miss Mabel Corneli a, one of the richest young wo men of Providence, and Dr. J. Wilbur Chapman, the world-famous evangellst. Miss Moulton first met Dr. Chapman at a revival service he conducted in this city several years ago. She was thrilled by his sermon and frem that time on displayed an active and ardent interest in his work.

After spending several weeks at In-

After spending several weeks at Ja-naics, L. I., Dr. Chapman and his bride will start on a round-the-world frip on evangelistic work.

AGED MAN PATIENT IN EMERGENCY WARD

Department Wagon In Runaway.

Suffering from a fractured rib and njuries about the head, James Cornell, sixty-four years old, of 1602 First hell, sixty-lour years old, or low first street northwest, is a patient today in the Emergency Hospital.

Cornell was driving a War Department wagon through the White Lot yesterday afternoon, when the horses became frightened, ran away, and threw him from his seat.

GENERAL BRAYTON * SEVERELY INJURED PROV DENCE, R. I., Aug. 30.-Gen

harles R. Brayton, Republican nationa Anne county fair. Special trains leave Fifteenth and New York avenue normanders at \$2.60 a. m. (The Times will be pleased to announce meetings and entertainments in this column. Phone or write announce ments.)

Charles R. Brayton, Republican national committeeman from this State and called "the blind" Republican leader, is suffering from injuries today as a result of having fallen in his office in the Bannan building yesterday. General Brayton's injuries are not necessarily serious, but he is seventy years of age, a fact which causes his friends alarm as to the outcome of his case.

Mrs. Belle H. Akers Married To Captain Hutchins, U. S A.

Wedding Ceremony Performed At Home of Bride's Mother, Mrs. Allan Haraldson, on Massachusetts Avenue-Leave for San Francisco.

The wedding ceremony, which was quietly solemnized in the home of the bride's mother, Mrs. Allan Haraldson at 1107 Massachusetts avenue north-The Rev. Dr. Shears, pastor of the hurch and a friend of Mr. Hill for hany years, will conduct the serv-The burial will probably be in small party of relatives and intimate burchyard cemetery. Mr. Hill died yesterday morning roses formed the house decorations

> An informal reception followed the ceremony, and later in the afternoon An informal reception followed the ceremony, and later in the afternoon Captain and Mrs. Hutchins left Washington for Sar. Francisco, from where they will sail, on January 6, for Manila, where Captain Hutchins will be

Mrs. Morgan G. Bulkeley, wife of Senator Bulkeley, of Hartford, Conn., their daughter, Miss Bulkeley, and Miss Houghton, of San Francisco, who are making an automobile tour through the New England States and Canada, have arrived at the Waumbeck, Jefferson, N. H., where they are spending a few days. The party started on the trip two weeks ago, going up the Saguenay river in the Province of Quebec.

Leopold-Koyle Wedding This Evening.

Miss Sara A. Leopold, of Savannah, Ga., will be married to Dr. Frederick T. this evening at the St. James Hote The Rev. C. W. Whitmore will perform the ceremony, which will be attended by a small party of relatives and

Koyle.

After the ceremony Dr. Koyle and his bride will leave Washington for a Northern wedding trip. They will make their home at Fort Mansfield, R. I., where Dr. Koyle is stationed.

Mrs. Frederick W. Vanderbilt has among her house guests this week at her camp at Pine Tree Point, in the Adirondacks, the Misses Meyer, daughters of the Secretary of the Navy and Mrs. Meyer: Miss Southerland, daughter of Rear Admiral and Mrs. William H. Southerland, and Samuel Weldon, of Washington. Washington.

Miss Townsend Guest of Mrs. Thomas.

Miss Yvonne Townsend, daughter of Mr. and Mrs. Lawrence Townsend, is the house guest of Mrs. Edward R. Thomas, ir., at her summer place in the Adirendacks. -4-

Henri Martin, charge d'affaires of the Swiss legat'on, who has been spending the summer at Newport, where the le-gation has been established for the sea-son, will return to Washington next

being impassable.

The entire Dee valley is threatened, according to dispatches received today. A man was drowned on a road leading to Braemar, near Balmoral. The Blair-thaw, son of Mrs. William Thaw, of Allegheny, Fa. The announcement was made at a tea given by Miss Bradley, to Miller, in Pittslurg.

Miss Bradley, who is well known in Pittsturg.
Miss Bradley, who is well known in

Dr. and Mrs. William S. Newell have returned to Washington from an automobile trip through the New England States.

daughter of Mr. and Mrs. Levi M. Fouts, to Percival E. Rowe, will take lace tomorrow morning at 10 o'clock Hamline Methodist Episcopal Church, he Rev. Dr. H. F. France, pastor of the Trinity Methodist Church, officiat-

ing.

Miss Ruth Fouts will be her sister's only attendant and Fred Rice will be best man for Mr. Rowe.

A wedding breakfast will be served at the home of the bride's parents, at 158 Notice to suffice the common of the bride's parents. F street southeast, after the ceremony at the church, and later in the day Mr.

Concerts Today

By the U. S. Engineer Band, at the Smithsonian Grounds, at 7:30 p. m.

JULIUS KAMPER, Chief Musician. PROGRAM.

March, "The High School Cadets," Overture, "Poet and Peasant" .. Suppe Salome Dance, "Dance of the Seven Veils".....Tob

Spanish Waltz, "Espana,"

Waldteufel Grand Fantasie, "The Opera Mirrer" Tobani Chilean Dance, "Manana" Missud Selection, "The Serence" Herbert Medley Overture, "Ten Minutes With the Minstrels".

"The Star-Spangled Banner." By the Fifteenth Cavalry Band, at Fort Myer, Va., 7:45 P. M.

> G. F. TYRRELL, Director. PROGRAM

March, "Invincible Bond" Overture, "Le Cald" Barn Dance, "T. P. G."Henry Waltz, "La Viola"... .Mora Danza, "Hechnicaros Ojos" ... Selection, "It Happened in Nord-.... Herbert Europe"Conradi March, "Honey Bees' Jubilee,"

Announcement is made of the mar-riage of Mrs. Belle H. Akers, of At-lanta, Ga., to Capt. Henry Allison October 1, they will be at home at the DeSota.

Mrs. George Peabody Wetmore, wife of Senator Wetmore, was hostess at a luncheon yesterday at her sum-mer residence at Newport.

Mrs. E. W. Cabaniss has arrived at the Virginia Hot Springs for an early autumn visit.

Mrs. George M. Rowe and Mrs. Henry Hunt McKee are spending several weeks in Atlantic City, the guests of Mr. and Mrs. Alexander Thomas.

Mrs. E. A. Haines Plans Trip Abroad.

Mrs. E. A. Haines, who has been spending the summer season at Ocean Grove, N. J., where she has a cottage,

Grove, N. J., where she has a cottage, has returned to Washington and is preparing to sail for Europe on September 8. Mrs. Haines will attend the Passion Play.

Mrs. Albert B. Gore has gone to Wilmington, Del., for a short visit to Mrs. Herbert Grimes.

Among those sailing on the Kronprinz Wilhelm from New York this morning for Europe were Senator A. O. Bacon, of Georgia, and Mr. and Mrs. Edward Beale McLean and their infant son.

Miss Myrtle Webb. of Frederick, Md.,

Miss Myrtle Webb. of Frederick, Md. is visiting on Capitol Hill.

LEGISLATURE MEETS IN PORTO RICO TODAY

Important Matters Affecting the Island to Be Considered During Session.

SAN JUAN, Porto Rico, Aug. 39.-In

ursuance of the call issued by Governor Colton, the Porto Rica Legislature convenes in extra session today to consider and act upon a number of matters of

importance to insular affairs.

Foremost on the agenda is a drastic measure prohibiting the importation of diseased seeds and plants of the sugar proposition to lease the insular tele-A proposition to lease the insular ten-graph service to a private corporation, and the necessary legal steps looking to the ceding of a site for the erection of a million-dollar hotel in San Juan are other matters that will receive atten-

BALMORAL CASTLE CUT OFF BY FLOODS

EDINBURGH, Aug. 30.-The royal palace at Balmoral is virtually cut off from the world by floods, all roads about it

being impassable.

VANDERBILT BETTER. PHYSICIANS REPORT

BEATS UP A THIEE IN DARK APARTMENT

Charles M. Cumberland Demonstrates That He Can Come Back.

A would-be thief who entered the home of Charles M. Cumberland, 234 Linworth place southwest, about 3:30 o'clock this morning, was given a reception that proved a regular surprise party.

Cumberland was awakened by an unisual noise, and discovered the intruder standing over the head of his bed. It was so dark in the room that it was impossible to see whether the man was white or black. But a question of color made no difference to Cumberland. He had a "punch" that he was proud of when a young man and that made him

truder a straight-from-the-shoulder that made him think he had gotten mixed up with a triphammer. The man struck the floor with a thud, but was on his feet again in an instant. He didn't wait, lowever, for a further illustration of his opponent's ability to "come back," out ran downstairs and jumped out the window by which he had entered the

ORDER OF RED EAGLE FOR BALTIMORE WAN

Kaiser Honors Dr. Wood of Faculty of Johns Hopkins University.

BALTIMORE, Aug. 30.-Dr. Henry Wood, professor of German at the Johns Hopkins University, and one of the leading philological scholars of the country, has been awarded the Order of the Red Eagle of the third class, by Emperor William, of Germany,

The order is one of the highest in the gift of the Emperor, and is only be-stowed for distinguished merit in furthering German interests. was founded in 1734, by the Margraye of Baireuth. Emperor William II raised the rank to the secondary in the monarchy, and it was decreed that only those who are enrolled in this order can be awarded the Black Eagle, the highest

Although born in New Bedford, Mass, or. Wood has spent a great part of his life in Germany. Dr. Wood received his bachelor's degree at Haverford, in 1869, and the degree of doctor of philosophy ten years later at Leipsic. Since 1881 he has been a member of the faculty of the Johns Hopkins University.

SEEK WATCH AND PEN PICKPOCKET NABBED

Detectives from the Central Office are endeavoring today to recover a gold watch and fountain pen which were stolen from George R. Tindell, of 3022 Eleventh street, street and Pennsylvania avenue north-

west.

Tindell says he was standing on the corner waiting for a car last evening, when pickpockets relieved him of his watch and pen. He remembered being jostled by several raen, but did not discover his loss until he reached home.

The Business Doctor

By Roe Fulkerson



ficulty," said the Business Doctor. "If the big fellows and the men

there is no longer profit in your business, put in a line of goods they can-not get. Make the dealers from whom

baking powder for 15 cents less per pound than if they purchased the 40-cent much advertised sort.

"The personal element in all retail business is fully recognized by all manufacturers and they know that the goods the dealer desires to push are the ones that he will sell the most of, their big general advertisements to the contrary notwithstanding. They the contrary notwithstanding. They through."

"A PRIVATE; make strong talk against the substicopyrighted brand of your
own is the solution of your diftion of your diftotal any merchant knows that this matter
of substitution is overdrawn by the
big general advertisers and that a salesman can sell almost any brand he chooses over the counter and if that brand covers goods of quality and the retail price is lower than on the standard brands what is more who are competing with you have cut the price on the standard goods goods the standard goods the standard goods the standard goods goods the standard goods goo standard goods you handle and profit in your busior goods they can.

dealer the owner of the private is that much the gainer and has developed for himself a little monopoly.

"There is one point in this private that the private of the private o

brand business, however, that should never be lost sight of. No place on the you buy pack your merchandise in packages on which your own particupackages on which your own particular brand is emblazoned and as you absolutely own the brand you can control the market price of the goods. "There is no line of merchandising where this may not be done. Of course, no man may put out of his stock staple, well-advertised articles, because as long as they are advertised there will be a demand for them and this demand must be supplied, yet without resorting to the sin of substitution or in any way lowering one's mercantile dignity a big business may be built up on special proone's mercantile dignity a big business may be built up on special proprietary brands of goods. Let us take canned goods of all sorts for an example. It is a well-known fact that perfectly good, 'absolutely pure' baking powder can be made for 10 cents a pound, yet some brands are selling as high as 40 cents at retail and at a minimum of profit to the grocer Sunnose that this grocer bear good the purchaser will be more inclined to buy peas put up under the same brand. When the brand is once registered in the Patent Office, you we independent of even the packer, for if he gets high-priced or his goods become poor in quality, you can take your brand to another firm and have your packing done there. One of the biggest packers grocer. Suppose that this grocer bad done there. One of the biggest packers a brand of the word 'Argo' and had of vegetables and truits in the world his baking powder put up under that started business in this way. He was a brand and through his advertising and grocer and had goods put up under his his personal recommendation he built own brand, and by divertising and per-up a business on Argo baking powder; sonal work over the counter, made the which he sold for 25 cents a can. He brands popular. His next move was to is benefited from the fact that at this buy the goods in naked can, and have price he gets a neat profit of 100 some cheap labor paste the labels for per cent and the public buys a good him. He then ventured into canning in